

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

VOL. I, NO. 18

Boyes Hot Springs, Calif.

Friday, Oct. 28, 1955

By mail: \$1 per year. Pickup, free.

Halloween Hi Jinks are ripe in the Valley of the Moon

Sure we've got problems. Main one now is we have too many ads for the size of the paper. Solution: In a coupla weeks we're going to add about an inch to each page to accommodate the onrush of those who want to use a little space, and while it'll be slightly different in size, it'll still be the "Smallest Paper in the West."

HERBERT COONS CLEANERS, Feters Springs. Cleaning, Pressing, Repairing. Also Knit Blocking. You'll like our prompt service. **VERN'S SALVAGE DRESS SHOP**, Theater Bldg., Boyes. Open Nov. 2. Brand new dresses at a fraction of real worth. See us!

HALLOWEEN DOIN'S: There's a lot of it. Paul's Old Ranchero is having a big party Saturday night. And so is Londonside, up Glen Ellen way. Many a local bistro will be staging something special. And you'll probably be visited by "trick or treat" youngsters every night from Saturday to Monday. On Monday, really Halloween, the Lions club stages its annual kiddies' parade, with most of the participants in costume. The parade starts at 7 at the fire house, winds up at the Food Center. Then there will be prizes for best costumes—a whole lot of classifications—and there'll be candy for all the paraders. Look for from 500 to 600 kids on display.

Editor must have forgotten us for a coupla weeks. But we're still and always on the job, with highest quality drugs, prescriptions, cards, cosmetics, newsstand—everything. **VALLEY DRUG STORE**. One thing a woman never seems to get over without help from her friends is thirty-five. **VALLEY WATCH REPAIR**, Boyes.

There also are doings at Little Switzerland Saturday night. Local schools have been busy with Halloween programs. And of course the grownups have their own ways of observing the witches' festival. Wonder if they still bob for apples?

Most Cigar Counters nowadays stock only a very few brands. We've got 'em by the dozens. **BOB'S CIGAR STORE, Sonoma.**

Old-time Dancing every Saturday night, Sunday afternoon, at **LITTLE SWITZERLAND, El Verano.** Good music, good time.

We've been kidded a bit about our headline last week—"Harvest Moon is ripe." Well it was. Just because we had an overcast doesn't make it untrue. If the dang thing clears up, we may still get a glimpse of it.

LEE STARRETT, BETTY CONEY. Teamed up in slenderizing, masseur service at Bathhouse. Look Better—Feel Better.

PAUL'S OLD RANCHERO, Verano. Big Halloween weekend celebration. Drop in anytime. Excellent menu, excellent drinks.

And still we're able to enjoy a bit of sweet corn once in awhile and it's still pretty good. Down in the Southland we had it fresh from nearby ranches till Thanksgiving day, but here we believe most of it comes from over near Lodi. Wish we could get a few ears of the Evergreen variety, whose cobs hold many more nuggest of corn per ear than three ears of, say, Golden Bantam.

Melina and Harvey will be glad to see you at **OUR RESORT, El Verano.** It's a friendly place, excellent beverages. Draft beer, too **MENDEL'S CAFE, on the Plaza, Boyes.** It's quietly luxurious, the food is superb, the drinkables enervating. Drop in.

Little Ellen "Mac" Bom's Powder Box Beauty shop is moving momentarily to a new location—in a cute little building adjacent to the Ellis service station on Arnold drive near Eldridge. A complete new setup of equipment has been installed, and the beauty shop will be most modernistic. Pay Mac a visit soon and look over the new place.

LIST your Rentals with us—furnished or unfurnished. And of course you'll get fast service on sales. WOODS-FRANQUELIN.

JUNIOR'S BOYES SPRINGS RESORT. Pleasant always, with good drinkables. Eatables too. **JOHNNY on duty much of the time.**

Newspaper Economics: We claim something or other in the matter of circulation. We print 1050 copies a week—distributed around the Valley, some at the stores of each advertiser, with more left at all newsstands. There are hardly ever any returns—papers not picked up by interested customers. Which seems to mean they like to read Moonbeams. You do, don't you? Or you wouldn't be reading this.

We've been asked why we don't charge for the paper. Could do, but prefer not to. This way we're getting fairly complete coverage, and our advertisers like it that way. We know too that scores of our weekly issues are sent away—far away—all over the country, and it all adds up to more publicity for the Valley of the Moon. Which is a potent reason for publishing a little paper like this in the heart of the Valley.

VALLEY OF THE MOON CIGARS

Ask for Them — Only Handmade Cigars in the Valley
See **BILL HULSE** for best in house painting. Box 145, El Verano.
Will show you recently completed jobs in the Valley.

O. K. Last week quite a number of readers got papers in two colors—pink and green. Reason: We ran out of pink paper and had to substitute another color for the insert. But don't feel badly about it. It may happen again. It all goes toward enhancing our reputation as a most unusual periodical.

BOYES VARIETY STORE, center of town. Large stocks of 'most everything you'll want around the house. Giftware. Cards.

ITALIAN FOOD a specialty at **EL DORADO HOTEL**, Sonoma.

Conventional dishes, too. One of the older buildings in the Valley.

"Hi, Colonel. As a good republican, and under the present situation, who're you for for the republican nomination?"

That's an easy one. With Ike not running (there's nothing sure about this as yet), our first choice would be Earl Warren. If he can't be induced to run, who's better fitted than Milton Eisenhower, Ike's younger brother? He's an administrator, well up on farm problems, in education and road building and foreign and domestic policies. He's been Ike's close advisor for lo these many years. Even the name will bring voting strength. The others so prominently mentioned aren't too hot.

Consider Goody Knight. He's all tied up with the labor union bosses, high positioned goons, which kills him as far as we are concerned. Knowland is too much identified with the McCarthy element, and Nixon while he's a nice young fella and is getting to know the ropes, hasn't the personality that'll put him over.

So we'll just have to pray that Ike gets so well that he'll run again. He can win without getting off the front porch. The others might have to go out and make a real fight for the election.

We'll tell you all about the democratic candidates in an early issue. Watch for it—breathlessly!

ROY'S UPHOLSTERY SHOP, Boyes. Your chesterfield, chairs, can be made good as new, at exceptionally low cost. Estimates.

SOL D. BECKER SELLS REAL ESTATE—

Every Once in Awhile

Down in the Southland we could grow some mighty fine oleanders. Also geraniums. Six footers. All over California they grow like weeds. Even poinsettias down south a way. And we think of our mother back in Illinois who always had her geraniums (they might have gotten to be 2 feet high), and she tried oleanders too, with not much result. She did have a century plant (a cactus) which grew maybe an inch a year, but there never was a blossom.

RUSTIC INN, Glen Ellen, should be on your "must" list when friends drop in. Jack London liked us. **GUNNER and RUTH.**

Halloween delectables, beverages and kids' stuff, all over the store, at **BOYES SPRINGS FOOD CENTER. A Complete Market.**

Now this matter of posts along the highways (we're for millions of them): Going into Glen Ellen on Arnold drive, the roadway is high above a number of houses, on a kind of a ridge. Now there certainly should be posts along that little stretch. How'd you like it, if you lived in one of those houses, if a car hurtled down through your roof? It's going to happen some of these days. Don't say we didn't warn all and sundry.

LARSON'S LIQUOR & SPORTING GOODS

Holiday Time Finds Us Ready for You!

Favorite place for banquets, dinners, cocktails. Refined atmosphere. Congenial surroundings. ROZARIO'S PALMS INN, Verano.

Remember Rowdy, the big old part-collie who makes his home at Rustic inn, Glen Ellen? He's really famous. But getting old. In his prime, he'd pick up a dime or a quarter thrown on the floor, take it back of the bar to the bartender, and get himself a treat. He still tries to pick up coins, but with eyesight almost gone he has a hard time of it. But he still tries—so hard.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

BROADWAY BAR, Sonoma. Dance every Saturday night, hill-billy music. Good time guaranteed. Pop and Mom Medros.

We get SO mad every time we see a rural delivery outfit from Sonoma delivering mail in territory which should be sacred to Boyes Hot Springs. What business have they up in this territory? Let 'em serve down Schellville way. How this situation ever evolved we'll never know. And it's high time something were done about it. We'd be kinda ashamed too if we had our mail addressed RD 1, Sonoma, when we live in Boyes Hot Springs—or Fetters or Agua Caliente, or even Arnold drive (within the Boyes natural area).

IRISH INN, opp. Bath House, Boyes. Corned Beef (sandwiches or dinners). Beer and wine. You like cabbage, too?

BUD DELANEY is the prop. at RICHFIELD STATION, at the Plaza on Hiway 12. Highest quality gas and oil. Batteries. Tires.

Happy to see so many of our night and day spots returning to their old-time policy of having "celebrations" frequently. Back seven years ago there was something doing most of the time along these lines. Then the situation seemed to change—and there was nothing doing—anytime.

These little celebrations—anniversaries, birthdays, visits from a mother-in-law—any excuse whatever—were highlights in the Valley

and brought much good public relations throughout northern California. Let's have more of 'em.

You football, baseball, boxing, pingpong fans: C O G CLUB is your headquarters. Meet your antagonists, daily. DENNY COLEMAN. Yèp, next week we'll be in our new location, adjacent to Ellis Service Station, Arnold drive, nr. Eldridge. THE POWDER BOX.

Did you feel the earthquake? Some did, many didn't. It was a surprise when the TV program was halted momentarily for the announcement from San Fran that there had been a temblor—and we were sitting right there all the time. Had one in Chatsworth about three years ago, which really was a dilly, though no particular damage was done there (plenty in Tehachapi, though). Wife ran out in the back yard; we stood under an archway. The whole neighborhood got out in the street pronto, and even though it was still dark, the conversations lasted far into the morning hours.

But we were much more scared in Florida on a visit nine years ago, when the hurricanes were expected momentarily. At our friends' house where we stayed for three days, every afternoon it rained pitchforks, and they had to batten down every opening. And they have cyclones back in the midwest. Guess we'd rather stick with earthquakes!

BETTY'S CUT and CURL, Plaza Bldg., Boyes Springs. Expert Coloring, Permanent Waving, Hair Styling, Shaping.

B & L LAUNDROMAT, Feters Springs. Equipment the finest. Lots of it. No waiting. Cost low. Try us out!

Man may criticize woman, but we know at least three things in her favor. (1) She never wastes \$2 worth of shotgun shells trying to shoot a 25 cent rabbit. (2) You never heard of her giving a waiter a four-bit tip because he smiled at her. (3) No one ever heard of a woman who would pay \$25 to hire a boat to get where fish are not.

SONOMA FURNITURE MART, So. Broadway. Finest Christmas Gifts are here. A small deposit will hold any article in our store. Top quality barber work at PLAZA SHOP. Bud Thompson, prop. Next to Mendel's, Boyes. Let's show you our wares.

Vern Smith and Jack her husband are launching a new dress shop business in the Boyes Springs theater building in quarters formerly occupied by a cleaning establishment. It's to be known as Vern's Salvage Dress shop, opening November 2. Practically all of the clothing carried is brand new, but bought at such low cost from wholesalers in San Francisco that the prices locally are phenomenally low. Stock surpluses from the big retail stores are on display, and Mrs. Smith invites you to come in and get acquainted.

MIKE ROSE'S BOYES SPRINGS MARKET. Everybody knows we have the finest steaks you can find, anywhere. Prices the lowest.

2011.18

BARBECUE—Steaks, Chops, Ribs, Chickens. Cocktail bar. Glorious eating place. FIRESIDE LODGE, ½ mile west of Sonoma.

A project we'd like to see undertaken by any or all of the various civic organizations is that of landscaping the banks of Sonoma river all the way through the Hot Springs area. It wouldn't take much cash; it wouldn't take too much work, either. But the brush and trash could be cleaned away, perhaps grass or flowers planted along the stream, and pretty soon we'd have something as pleasing to the eye as Stratford-on-Avon.

With a new dam in use next year—possibly others later—it would seem a good time to go ahead with real beautification plans, and have something to show the visitor from outside—a little bit different from anything now available. There should be "parkways" along Sonoma river.

Mighty good food and drink, always, at SONOMA GOLF & COUNTRY CLUB. Famed for fine Breakfast and Lunch. Dinners, too.

HAMMOND LUMBER COMPANY, Boyes Hot Springs

Get your Lumber, Hardware, Building Materials, right here.

An Iowa editor (must be somewhat like us) explains thusly: "An inquirer wanted to know where we get the stuff for this corner. There isn't any secret about it. It's clipped, swiped, stolen, created, heard, donated, edited, altered, proofed, re-read and often thrown in the wastebasket. You'd be amazed at the written stuff that never sees the light of day. All that doesn't matter, however, so long as it supplies a little chuckle now and then."

FIELDS UNION SERVICE, Main Corner, Boyes

Not only the best in gas and oil, but mighty good repair facilities.

GEORGE is your best bet when you're looking for the finest in tender meats. Try us this week At Boyes Food Center.

This is National Pretzel week! So all of us should rush out and buy a package of pretzels! We've learned that the pretzel business is on the upgrade. They've found a new salt that enhances its taste. They don't "bend" 'em anymore by hand; huge machines do it faster and better. But if you're planning to start a pretzel bakery, remember the cost for a complete modern plant is about \$200,000. Better stick to pies.

R. A. "BOB" MILLER — "Yours for Life"

Insurance Exclusively

Next to Telephone Co., Sonoma

MOVING? Finest service—local or long distance, right here in the Valley. CLOUSE'S DELIVERY SERVICE. Phone WE8-2467.

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. No subscription price, yet. Advertising? Ask us and we'll tell all. WE8-4500.

SONOMA MISSION INN, Boyes Springs. Famous nationally. Superb cuisine, comfortable rooms. Luxurious lounge. Cocktails.

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repair work of all kinds. Work guaranteed.

FOR SERVICE BEYOND AND ABOVE THE CALL OF DUTY

(From the Topeka (Kan.) Capital)

We've never been cited for bravery, but, during our newspaper career, we've performed many acts of heroism, which really should be rewarded.

We dragged Mrs. Dullish up from the depths of obscurity when she was going down for the third time and placed her firmly on the social ladder.

By main strength we kept the name of A. Philanderer out of the society column when the publicity department at the eastern hotel where he had registered with an "and wife" signature, sent us the item. Mrs. Philanderer, we knew, was not on the trip with her husband.

We have struggled numerous times not to put a more beautiful gown on Mrs. Flotsam than we did on Mrs. Jetsem when both were in the same receiving line. Every effort has been made to make Mrs. MeMekly's dreary little party sound as gay as the one given by Mrs. Swankly, and as for the brides, no one could have performed such yeoman service as we have through the years.

We have made unattractive brides sound attractive in the write-ups—plain ones, glamorous; old ones, youthful, and questionable ones, virginal.

We have typed out "I Love You Truly" and "At Dawning" so many times that our fingers are nearly gone, and we've described bridal gowns, bridal bouquets, wedding cakes and what the mother of the bride chose for her daughter's wedding until we've been ready for a complete rest cure.

But our most superhuman effort has been the placating of the mothers of the brides. There, my friends, are the most formidable of all the people in the world.

One has to be constantly on the alert and ready to parry each thrust. That we have come out of these encounters fairly intact has been no small feat and we should be cited for these acts of bravery if for nothing else. It takes more than breaking the sod and fighting the Indians to make heroes of people.

Go out and see FRANK LYNCH, local Valley real estate broker, at beautiful PUEBLO PARK, 2 blocks east of Sebastiani Winery in Sonoma. Nothing down to GIs, only closing costs. FHA and conventional financing to non-vets.

WHO'LL BID 100?

After Adlai Stevenson had announced his advocacy of 90 per cent price supports for basic farm crops, it would not have been surprising had the ebullient Averell Harriman raised him, at least a point or two. It costs a candidate nothing to promise handouts to prospective voters, and even if the handouts materialize the taxpayers will foot the bill. So comments a writer in San Francisco News. We go along, too.

Governor Harriman was content to match the Stevenson figure, however, and while he offered some fringe benefits too, they did not measure up to Mr. Stevenson's tentative nibble at the "Brannan plan" or direct production payments on perishables. If that system were placed into effect to buy the current pork surplus, for example, the result would be formidable indeed. And so would the bill.

The ease with which office seekers so grandly proclaim "simple" solutions for such problems as farm prices suggests a course in economics ought to be required of all aspirants for the presidency at the beginning of the pre-campaign warmups.

If "90 per cent of parity" were a magic solution of the farm price problem, there would be no problem today, because we operated under that "remedy" until the current year. The enormous cost proved the remedy worse than the disease.

It harmed agriculture more than it helped because it attempted to perpetuate a wartime "dream world" market for the farmer while the rest of the country adjusted to normal. Other producers adapted themselves to their natural markets, but the government made it impossible for the farmers to do so.

The adjustments they are making now, difficult though they are for some farmers, are as inevitable as were the closing of munitions factories and the demobilization of the troops after World war II—unless we were to try to make the "war boom" permanent for agriculture, with government handouts.

That would have been fantastic nonsense, and incredibly costly as well.

Yet that seems to be what Messrs. Stevenson and Harriman are proposing. It remains only for some other contestant to outbid them, for when politicians start promising, the sky is the limit.

Big Doin's at LONDONSIDE this Halloween. Just beyond Glen Ellen. It's a most unusual place. SYLVIA DE CHENE.

**Order Now! From The ADOBE DRUG Your Christmas Cards
417 First Street West SONOMA Phone WE8-2971**

**EL VERANO LUMBER & HARDWARE. Pittsburgh Paints. Complete stocks of Building Materials and Hardware. Ph. WE8-2289.
FOR THAT COSTUME for your kiddies Halloween party or parade,
see RUGGLE'S VARIETY STORE, Sonoma.**